

## VITA

MARSHA A. SCHEIDT

U.C. Professor of Accounting  
Department of Accounting and Finance #6206  
University of Tennessee at Chattanooga  
Chattanooga, TN 37403  
Phone: (423)425-5337

### EDUCATION

D.B.A. – 1991, Mississippi State University  
Major: Accounting  
Minors: Statistics and Finance,  
Dissertation Title: An Empirical Analysis of Parent Company Bond Yield Premia  
Subsequent to Consolidation of Financial Activities Subsidiaries

M.B.A. - 1982, The University of Alabama in Birmingham  
Major: Management

B.S. - 1979, The University of Maryland, University College  
Major: Management

A.B. - 1972, The University of Georgia  
Major: Political Science *cum laude*

### PROFESSIONAL CERTIFICATIONS

Certified Management Accountant

### PROFESSIONAL EXPERIENCE

2000-present: U.C. Professor, Tenured, University of Tennessee at Chattanooga

1996-2000: Associate U.C. Professor, Tenured, University of Tennessee at Chattanooga

1990-1996: Assistant Professor, University of Tennessee at Chattanooga

1982-1988: Assistant Professor, Birmingham-Southern College

1979-1980: Financial Analyst, Mortgage Corporation of the South

### TEACHING

BACC 408 Accounting Information Systems  
BACC 536 Accounting Information Systems  
BACC 305 Cost Accounting  
BACC 202 Principles of Accounting II  
BACC 530 Managerial Accounting  
BACC 531 Cost Accounting

## INTELLECTUAL CONTRIBUTIONS/RESEARCH

### Articles

- 2003: "Enterprise Database Systems in the Oil and Energy Industry." Oil, Gas & Energy Quarterly, March 2003 (vol.51 no.3): 493-510 (with Raymond Jeffords and Greg Thibadoux).
- 2003: "Utilizing Questions in the Audit Review." Internal Auditing, January/February 2003 (vol. 18, no.1):14-20 (with Raymond Jeffords and Greg Thibadoux).
- 2003: "The Power of Questions." Internal Auditing Report, reprinted, February 2003 (vol. 3, no.8):1-8 (with Raymond Jeffords and Greg Thibadoux).
- 2001: "Application Service Providers (ASPs): An Evolving Information Technology for Oil and Energy Firms." Oil, Gas & Energy Quarterly, December 2001 (vol.50 no.2): 437-448 (with Raymond Jeffords and Greg Thibadoux).
- 2001: "Profit from the Internet: Effective Uses of the Web for Smaller CPA Firms." Tennessee CPA Journal, December 2001 (vol.46 no. 10): 6-9 (with John Alvis and Kathleen Long).
- 2001: "Understanding Social Styles for Internal Auditors." Internal Auditing, September/October 2001 (vol.16 no.5): 17-24 (with Raymond Jeffords and Greg Thibadoux).
- 2000: "Leadership Skills for Internal Auditors." Internal Auditing, September/October 2000 (vol.15 no.5): 17-21 (with Raymond Jeffords and Greg Thibadoux).
- 2000: "Fixed Asset Management in the Oil and Energy Industry." Oil, Gas & Energy Quarterly, November 2000 (vol. 49 no.2): 403-422 (with Raymond Jeffords and Greg Thibadoux).
- 2000: "Securing the Future." Journal of Accountancy, February 2000 (vol.189 no.2): 49-53 (with Raymond Jeffords and Greg Thibadoux).
- 1999: "Project Management Skills for Internal Auditors." Internal Auditing, November/December 1999 (vol.14 no.6): 12-17 (with Raymond Jeffords and Greg Thibadoux).
- 1999: "Physician-Patient Electronic Communications." Medical Group Management Journal IT Guide, 1999: 46-49 (with Raymond Jeffords and Greg Thibadoux).
- 1999: "Using Economic Value Added (EVA) as a Strategic Management and Evaluation Tool." Oil, Gas & Energy Quarterly, March 1999 (vol.47 no.3): 627-636 (with Raymond Jeffords and Greg Thibadoux).
- 1999: "New Technologies to Combat Check Fraud." The CPA Journal, March 1999 (vol. LXIX no.3): 30-35 (with Raymond Jeffords and Greg Thibadoux).
- 1998: "Choosing the Best Software for Your Group." Medical Group Management Journal IT Guide, 1998: 16-20 (with Raymond Jeffords and Greg Thibadoux).
- 1998: "An Internal Auditor's Guide to Facilitating Organizational Change." Internal Auditing, July/August 1998 (vol.13 no.6): 37-41 (with Raymond Jeffords and Greg Thibadoux).

- 1997: "Costs Under Capitation." Medical Group Management Journal, September/October 1997 (vol.44 no.5): 95-100 (with Raymond Jeffords and Greg Thibadoux).
- 1997: "Getting the Best from Staff." Journal of Accountancy, Sept. 1997 (vol.144 no.3): 101-105 (with Raymond Jeffords and Greg Thibadoux).
- 1995: "The Impact of Improper Waste Material Activities on Firm Valuation." Midwestern Business and Economic Review, Fall 1995 (no.22): 11-16 (with James Henley).
- 1995: "Laws of Nature: Accessing Environmental Agencies." Today's CPA, Nov./Dec. 1995 (vol.21 no.3): 26-31 (with Raymond Jeffords and Greg Thibadoux)
- 1995: "Laws of Nature: A CPA's Overview of Environmental Regulation." Today's CPA, Sept/Oct. 1995 (vol.21 no.2): 18-21 (with Raymond Jeffords and Greg Thibadoux).
- 1994: "Accounting's Environmental Challenge." Today's CPA, July/August 1994 (vol.20 no.1):22-27.
- 1994: "The Impact of Beneficial Waste Material Activities on Firm Valuation." Midwestern Business and Economic Review, Spring 1994 (no.19): 10-14 (with James Henley).
- 1994: "Credit Manager's Use of Industry Norms." Credit Research Digest, January 1994: 1-6 (with Phillip Fuller).
- 1993: et al "Coping with Inherent Problems Associated with Utilizing Industry Norms." Journal of Business and Finance Librarianship, Spring 1993 (no.4): 79-97 (with Phillip Fuller).
- 1993: et al "Attributes of Firms Electing Early Adoption of SFAS 96." Business and Economic Review, Fall 1993 (vol.7 no.1): 36-52 (with Phillip Fuller).
- 1992: "Finding the Balance in Accounting Education." Tennessee CPA, April 1992 (vol. 47 no. 3): 18.
- 1983: et al "Impact of Systems Contracting." Industrial Marketing Management, 1983: 18-24 (with John Swan and Robert Trawick).

### **Proceedings**

- 1998: "What Every Manager Needs to Know About Capitation." MediVision Internet Presentation via satellite to nation-wide managed-care managers subscribing to the program, April 21, 1998 (with Diane Halstead and Greg Thibadoux).
- 1996: "Cost Analysis in a Medical Practice." Presented at the 1<sup>st</sup> Midsouth Institute of Accountants Meeting on September 30, 1996.
- 1994: "The Effect of Consolidated Statements Under SFAS 94 on Corporate Bond Yields and Stock Returns." Presented at the 1994 Southwest Regional Meeting of the American Accounting Association on March 3, 1994 and published in the SWAFED Proceedings.
- 1994: "Statistical Comparison of Published Norms." Presented at the 21<sup>st</sup> Annual Meeting of the Midsouth Academy of Economics and Finance on February 2-12, 1994 and published in the Midsouth Academy of Economics and Finance Proceedings (with Phillip Fuller).

1993: "CPAs' Interest in International Accounting: An Exploratory Study." Presented at the 1993 Regional Mid-Atlantic American Accounting Association Meeting on April 23, 1993 and published in the Mid-Atlantic Proceedings.

1993: "Detecting a Troubled but Persevering S&L." Presented at the 1993 Regional Southwest American Accounting Association Meeting on March 6, 1993 and published in the SWAFED Proceedings (with Phillip Fuller).

1993: "Comparison of Industry Norms Publications." Presented at the 1993 Regional Southeast Decision Sciences Institute Meeting on February 19, 1993 and published in the DSI Proceedings (with Phillip Fuller).

1992: "Profile Analyses of Nonproblem, Artificially-Surviving, and Failed S&Ls." Presented at the Jackson State University Second Annual Economic Research Symposium on November 19, 1992 (with Phillip Fuller).

1992: "Attributes of Firms Electing Early Adoption of SFAS 96." Second Annual School of Business Research Symposium, Jackson State University, April 16, 1992 (with Phillip Fuller).

1983: "Satisfaction of Salespersons." Southeastern Marketing Association Conference and Proceedings, 1983 (with John Swan and Robert Trawick).

## **Other**

1991: "An Empirical Analysis of Parent Company Bond Yield Premia Subsequent to Consolidation of Financial Activities Subsidiaries, Doctoral Dissertation

## **PROFESSIONAL DEVELOPMENT**

### **Professional Meetings**

1994: "The Effect of Consolidated Statements Under SFAS 94 on Corporate Bond Yields and Stock Returns." Presented at the 1994 Southwest Regional Meeting of the American Accounting Association; published in the SWAFED Proceedings.

1993: "Detecting a Troubled but Persevering S&L." Presented at the 1993 Regional Southwest American Accounting Association Meeting; and published in the SWAFED Proceedings.

1993: "Comparison of Industry Norms Publications." Presented at the 1993 Regional Southeast Decision Sciences Institute Meeting; published in the DSI Proceedings.

## **SERVICE**

### **University Service**

2003-present: IMA Student Association Faculty Advisor

2002-present: Undergraduate Accounting Curriculum Committee

2002-present: Department of Accounting Missions and Objectives Committee

2000-present: COBA AACSB Instructional Resources and Responsibilities

2000-present: COBA AACSB Accounting Instructional Resources and Responsibilities

2000-present: COBA Technology Committee (Chairperson 2000)  
1999-2003: Faculty Vice President for Beta Alpha Psi  
1997-present: Chancellor's Technology Committee  
1997-present: Library Program Statement Committee  
1996-present: Continuance, Promotion and Tenure Committee (Chairperson 1997)  
1998-2001: Faculty Council  
1994-1998: Library Committee (Chairperson 1996-1997)  
1998-2001: SACS Committee, Facilities Management  
1992-1993: Budget Committee  
1990-1992: Ad-Hoc Ethics Committee  
1990-1992: Ad-Hoc International Committee  
1990-1995: Undergraduate Curriculum Committee  
1991-1993: Undergraduate Vision Committee  
1991-1993: Graduate Vision Committee

### **Service to the Community**

1999: Blue/Cross, Blue/Shield Policies and Procedures Manual, Internet Claims Submissions  
1999: Access 97 Programs: Memorial Hospital and City of Chattanooga  
1997: Spreadsheets Seminar, Erlanger Hospital  
1997: McKee Bakery, Capital Projects Budgeting  
1996: Spreadsheets Chapter for INTK, a manual for Erlanger Residents  
1985: Bell-South Policies and Procedures Manual, Accounting Department

### **PROFESSIONAL MEMBERSHIPS**

1991-present: Editor for Journal of Economics and Business  
2001-present: Referee for The American Journal of Managed Care  
1980-present: Institute of Management Accountants, 1980-Present. Directorships held (multiple years): IMA Affairs, CMA Affairs, Manuscripts  
1996-1999: Instructor for the Conviser-Duffy CPA Review Course  
1990-1995: American Accounting Association, 1995 Subscriptions Committee, Session Chair.  
1995-1996: American Association of Women Accountants.  
1997-2000: National Association of Women Business Owners

### **HONORS AND AWARDS**

2003: BAP Professor of the Year  
2003: Dean's Merit  
2001: Exceptional Merit (several years)  
2000: AACSB Service  
1998: Innovation in Curriculum Development  
1993: UC Foundation Professorship  
1991-1992: Max Finley Centennial Professorship  
1989: Mississippi State University Doctoral Student of the Year

## **FACULTY DATA SHEET**

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